



WMG

ORDER

Print Date 10/16/12 Page 1 of 3

WMG-TV 5 TOP MEMPHIS		Flight Dates 10/17/12-10/27/12	
<u>Contract / Revision</u>	<u>837046</u>	<u>Product</u>	<u>Order Sep</u> 00:30:00
<u>Original Date / Revision</u>	10/16/12	<u>PHILLIPS FOR SUP CRT (R-MS) 29I</u>	<u>Estimate #</u> 2950
	10/16/12	<u>Agency Com</u> 15%	<u>Alt Order #</u> 06378947
		<u>Billing Contact</u>	<u>Billing Type</u> Cash
<u>Advertiser</u>	Phillips, Richard "Flip"	7669 Stagers Loop Delaware, OH 43015	<u>Order Type</u> Political
			<u>Billing Cycle</u> EOM/EOC
			<u>Billing Calendar</u> BROADCAST
<u>Agency</u>	Strategic Media Placement.		<u>Demographic</u> A35+
<u>Buying Contact</u>	Whitney Eversole	<u>Sales Office</u> T-PHI	<u>Rev Codes</u> Agency Political Pol-Candid
7669 Stagers Loop Delaware, OH 43015		<u>Sales Region</u> National	<u>Product Codes</u> PL685
		<u>Agency Ref</u>	<u>Priority</u> P 4
			<u>Advertiser Ref</u>

Primary Account Executive

Primary: Jim Quinn

Account Executive	Order%	Start Date	End Date
Jim Quinn	100%	2023-01-01	2023-06-30

Order Share 38% Market Value 43355

Competing Station	% of Order	Amount
WBUY	%	0
WHBQ	23%	9971
WKNO	%	0
WLMT	%	0
WMAV	%	0
WMCl	%	0
WMCw	%	0
WPTY	1%	433
WPXX	%	0
WREG	38%	16475

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	47	\$14,003.75	\$16,475.00	0.00	10/01/12	10/27/12	47	\$14,003.75	\$16,475.00
Totals	47	\$14,003.75	\$16,475.00	0.00					

Billing Plan



Contract / Revision 837046 Flight Dates 10/17/12-10/27/12 Hiatus Dates
Original Date / Revision 10/16/12/ 10/16/12 Order Sep 00:30:00
Advertiser Phillips, Richard "Flip" Product PHILLIPS FOR SUP CRT (R-Estimate #) 2950

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
E 3	WMC	10/17/12	10/19/12	NBC Today Show	Comm	7-9a	--WTF--	:30	3	\$250.00	P	4	0.00	NM	3	\$750.00
				NBC Today Show												
3																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	--WTF--		3	\$250.00			0.00						
E 4	WMC	10/22/12	10/26/12	NBC Today Show	Comm	7-9a	MTWTF--	:30	5	\$250.00	P	4	0.00	NM	5	\$1,250.00
				NBC Today Show												
4																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	MTWTF---		5	\$250.00			0.00						
E 5	WMC	10/17/12	10/26/12	Action News 5 @ 5a	Comm	5-6a	MTWTF--	:30	1	\$150.00	P	4	0.00	NM	2	\$300.00
				Action News 5 @ 5a												
5																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	--WTF--		1	\$150.00			0.00						
		Week: 10/22/12	10/28/12	MTWTF--		1	\$150.00			0.00						
E 6	WMC	10/20/12	10/27/12	NBC Saturday Today S1	Comm	SAT 6-8a	-----1-	:30	1	\$100.00	P	4	0.00	NM	2	\$200.00
				NBC Saturday Today Sho												
6																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	-----1-		1	\$100.00			0.00						
		Week: 10/22/12	10/28/12	-----1-		1	\$100.00			0.00						
E 7	WMC	10/20/12	10/20/12	Action News Saturday @	Comm	SAT 8-10a	-----1-	:30	1	\$125.00	P	4	0.00	NM	1	\$125.00
				Action News Saturday @												
7																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	-----1-		1	\$125.00			0.00						
E 8	WMC	10/21/12	10/21/12	Action News Sunday @	Comm	SUN 8-9a	-----1	:30	1	\$150.00	P	4	0.00	NM	1	\$150.00
				Action News Sunday @												
8																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	-----1		1	\$150.00			0.00						
E 9	WMC	10/17/12	10/19/12	Action News 5 @ 5p	Comm	M-F 5-530p	--WTF--	:30	3	\$400.00	P	4	0.00	NM	3	\$1,200.00
				M-F Action News 5 @ 5p												
9																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	--WTF--		3	\$400.00			0.00						
E 10	WMC	10/22/12	10/26/12	Action News 5 @ 5p	Comm	M-F 5-530p	MTWTF--	:30	5	\$400.00	P	4	0.00	NM	5	\$2,000.00
				M-F Action News 5 @ 5p												
10																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	MTWTF--		5	\$400.00			0.00						
E 11	WMC	10/20/12	10/27/12	Sat Action News 5 @ 5p	Comm	SAT 5-530p	-----1-	:30	1	\$200.00	P	4	0.00	NM	2	\$400.00
				Sat Action News 5 @ 5p												
11																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	-----1-		1	\$200.00			0.00						
		Week: 10/22/12	10/28/12	-----1-		1	\$200.00			0.00						
E 12	WMC	10/20/12	10/27/12	Sat Action News 5 @ 6p	Comm	SAT 6-630p	-----1-	:30	1	\$200.00	P	4	0.00	NM	2	\$400.00
				Sat Action News 5 @ 6p												
12																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	-----1-		1	\$200.00			0.00						
		Week: 10/22/12	10/28/12	-----1-		1	\$200.00			0.00						



Contract / Revision **837046** **Flight Dates** **10/17/12-10/27/12** **Hiatus Dates**

Original Date / Revision 10/16/12/ 10/16/12 Order Sep 00:30:00

Advertiser Phillips, Richard "Flip" **Product** PHILLIPS FOR SUP CRT (R-Estimate # 2950

REP HEADLINE# 6373947
*** ORIGINAL REV#0 ***
(new)

REP: TEL# 610-293-4100 FAX# 610-225-7233
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

REED HEADLINE# 6378947

NAME
MILITARY RANK
ADDRESS
CITY, STATE, ZIP
PHONE #

7669 STAGERS LOOP
SALES PRSN PH- JIM QUITINN

33-7011
DELAWARE, OH 43013

ORDER # 831076 CONTRACT # 6378947

PRDCT PHILLIPS FOR SUP CRT EST#2950 COMMENTS: (LINE, ORDER,

FLIGHT DATES OCT17/12 OCT27/12 WK-2

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDS _____

NEW ORDER

REF. NO. 10/17 - 10/27

PLATE ONE

ANGELA

***** MENTS TO A CASH IN ADVANCE SCHEDULE *****

FLIP PHILLIPS FOR SUPREME COURT

LINE#:	REP	CD:	TIME	PERIOD	LGTH	SEC	RATE	START	END	SPTS:	WEEK	DAYs	TOTL:
:LINE#:	:	:	:	:	:	:	:	DATE	DATE	/WK:	INVT	:	:SPTS:

AGENCY ADVERTISER CODE = AGENCY EST# = 29500
AGENCY PRODUCT CODE =

REP HEADLINE# 6378947

REP: TEL# 610-293-4100 CREDIT ADVISORY: AGENCY ORDER WORKSHEET FAX# 610-225-7233 CREDIT RISK !!! HARRIS REPORT FROM REP

OCT 16 / 12 15.31
*** WMC-TV ***

REP HEADLINE# 6378947
*** ORIGINAL REV#0 ***

REP: TEL# 610-293-4100 PATH 610-225-7233
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP OCT16/12 15.31
*** WMC-TV ***

LINE#	REP : CD :	TIME	PERIOD	: LGTH :	SEC :	RATE	: START	: END	: SPTS:	WEEK :	DAYS	: TOTAL:
LINE#	:	:	:	:	:	:	DATE	DATE	/WK:	INVT:	SPOTS:	
16		1000P-1035P		30	4	\$600.00	10/22	10/26	5	M-F		5
17		1000P-1030P		30	4	\$400.00	10/20	10/27	1	SAT		2
18		1000P-1030P		30	4	\$500.00	10/21	10/21	1	SUN		1
PROGRAM :	NEWS											
OCT/12		16475.00										
							CONTRACT	TOTAL				
							SPOTS	SPOTS				
									16475.00			
									47			

MARKET TOTALS \$43,355 WMAC 38% WHBQ 23% WRIG 38% WPYX 1% WLMT 0% WPXZ 0%
SVC- NSI DEMOS- RA35+*

FLIP PHILLIPS

Revision #: 0 Date: 10/16/2013

Date: 10/16/2012

Separation between spots: 10

FLIP PHILLIPS

Revision #: 0 Date: 10/16/2012

Client: MS-SUP CRT 3- FLIP PHILLIPS-201 Estimate: 2950
Media: TV Description: MS SUP CRT 3 FLIP PHILLIPS OCT 17-OCT 2
Product: TV Flight Start Date: 10/17/12 5:00:00 AM
Market: Memphis Flight End Date: 10/27/12 4:59:00 AM

Separation between spots: 10

Revision Comments:

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Days	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Total Spots	
					Dur	10/17	10/18	10/19	10/20	10/21	10/22	10/23	10/24	10/25	10/26	10/27		
WMC-TV																		
21	MTuWThF 10:00p-10:35p ACTION 5 NEWS	PT	\$600.00	\$510.00	30	1	1	1	0	0	1	1	1	1	1	0	8	
22	Sa 10:00p-10:30p LATE NEWS	PT	\$400.00	\$340.00	30	0	0	0	1	0	0	0	0	0	0	1	2	
23	Su 10:00p-10:30p SU LATE NEWS	PT	\$500.00	\$425.00	30	0	0	0	0	1	0	0	0	0	0	0	1	
					Total Spots:	4	4	4	5	4	5	4	4	4	4	5	47	
		Total Cost:	\$16,475.00	\$14,003.75														
		Total	OCT 12	\$16,475.00														
47																		

Signature: _____

Disclaimer:



Summary by Station/System

Date: 10/16/2012

Client: MS-SUP CRT 3-FLIP PHILLIPS-201 **Estimate:** 2950
Media: TV **Description:** MS SUP CRT 3 FLIP PHILLIPS OCT 17-OCT 2
Product: TV **Flight Start Date:** 10/17/12 5:00:00 AM
Market: Memphis **Flight End Date:** 10/27/12 4:59:00 AM

Separation between spots: 10

Station	Total Spots	STN Gross PCT	STN Net PCT
WMC-TV	47	\$16,475.00 100%	\$14,003.75 100%
Market Total:	47	\$16,475.00	\$14,003.75

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

FEDERAL CANDIDATE

STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

Date:

I, STRATEGIC MEDIA PLACEMENT

being/on behalf of: RICHARD T. PHILLIPS - Paid for by Friends of Richard "Flip" Phillips, a legally qualified candidate of the REPUBLICAN political party for the office of: MISSISSIPPI SUPREME COURT JUSTICE - DISTRICT 3, POSITION 3 in the GENERAL

election to be held on: NOVEMBER 6, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

--

I represent that the payment for the above described broadcast time has been furnished by:

Friends of Richard "Flip" Phillips - P.O. BOX 62, Batesville, MS. 38606

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

10/3/12

Date

Signature

Accepted

Accepted in Part

Rejected

Signature

Printed Name

Title